UNIVERSITI TEKNOLOGI MARA

TOURISTS’ VALUE ORIENTATIONS, ENVIRONMENTAL CONCERN AND PERCEPTION TOWARD APPROPRIATE USE OF NATIONAL PARKS

SEYED AHMAD MOUMEN GHAZVINI

Thesis submitted in fulfillment of the requirements for the degree of Master of Science

Faculty of Hotel and Tourism Management

August 2014
AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated and acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Seyed Ahmad Moumen Ghazvini
Student I.D. No. : 2010421866
Program : Master of Science-Tourism Management (HM781)
Faculty : Hotel and Tourism Management
Thesis Title : Tourists' Value Orientations, Environmental Concern and Perception Toward Appropriate Use of National Parks

Signature of Student : ..................................................
Date : August 2014
ABSTRACT

Appropriate management and sound environmental planning is critical in natural-areas tourism. Natural-areas tourism can be an industry with low environmental impact and significant economic return, if properly planned and managed. In contrast, inadequate planned and managed natural-areas tourism will alter it to high environmental impact and limited economic return. Ecotourism is a sustainable form of natural-areas tourism which has increasingly grown throughout the world over the past decades. The primary aim of ecotourism relates to learning and experiencing nature and should contribute to the conservation of natural areas. In this matter; understanding of tourist attitudes and beliefs is crucial. These vary with people's values, attitudes, beliefs, awareness and environmental concern, as they become engaged in environmental issues and carry out pro-environmental behavior. Given the aforementioned reason, it is notably important to evaluate tourists' value orientations, environmental concern, and perception toward appropriate use of national parks which is useful for improving productive strategies in management of natural resources and protected areas. This study firstly attempted to examine value orientations and environmental concern among tourists along with their perception toward appropriate use of national parks and secondly investigated the relationship between abovementioned variables. A self-administrated questionnaire was collected from 379 tourists in Taman Negara, Pahang. A number of statistical analyses were applied with the purpose of achieving the research objectives as well as exposing the results of the study questions and hypotheses. The findings reveal that egoistic value orientation has negative relationship while altruistic value orientation and biospheric value orientation have positive relationship with environmental concern. Environmental concern also found out negatively related with four favorable constructs regarding appropriate use of national parks. The results show positive and negative relationship between three types of value orientations and accommodation and services, activities, and facilities within national parks. Moreover, the role of environmental concern as a mediator has been proven as it mediates the relationship between value orientations and appropriate use of national parks. The outcomes of this study theoretically contribute to the ecotourism literatures through presenting supplementary insights into value orientations and environmental concern of tourists and their perception regarding appropriate use of national parks. The results will also serve management of natural resources and national parks to put into practice the notion of use without abuse.
ACKNOWLEDGEMENTS

First and foremost, I would like to express my utmost gratitude to my knowledgeable supervisor Dr. Lim Lay Kian for her faithful encouragements, keen insight, worthy guidance, and valuable suggestions throughout the academic period that helped me immensely to achieve success in both my studies and accomplishing this thesis.

I also wish to extend my deepest appreciation to my co-supervisor Assistant professor Dr. João Sarmento from the Geography Department, University of Minho, Guimarães, Portugal for his invaluable advices, enlightened comments and selfless supports. It was a great pleasure to work under his supervision, professionalism and proficiency.

My sincere thanks also go to Associate professor Dr. Mohd Salehuddin B Mohd Zahari for his amiability, precious guidance and supports. I also would like to acknowledge Madam Ida Rosmini Othman from Faculty of Computer and Mathematical Sciences regarding her statistical assistance.

Last but not least, I would like to thank my dearly parents and brothers for supporting me unconditionally and spiritually throughout my life and study.

Sincere appreciation goes to Mr. Mohd Shazali Bin Md Sharif for helping me to translate my questionnaire to Bahasa Melayu and all the respondents who took their time to answer the questionnaires; and also the management of Taman Negara, Pahang.
TABLE OF CONTENTS

AUTHOR'S DECLARATION ii
ABSTRACT iii
ACKNOWLEDGEMENTS iv
LIST OF TABLES x
LIST OF FIGURES xiii

CHAPTER ONE: INTRODUCTION
1.0 OVERVIEW 1
1.1 TOURISM, Mass Tourism and Alternative Tourism 1
1.2 Ecotourism 2
1.3 Tourism in Malaysia 5
1.4 Ecotourism in Malaysia 10
1.5 Tourism Role and Function 13
1.6 Environmental Management Tools 14
1.7 Values, Attitude and Environmental Concern 14
1.8 Problem Statement 17
1.9 Objectives of the Study 18
1.10 Research Questions 19
1.11 Conceptual Framework of the Study 20
1.12 Research Hypotheses 21
1.13 Significance of the Study 21
1.13.1 Practical Aspect 22
1.13.2 Academic Perspective 22

CHAPTER TWO : LITERATURE REVIEW
2.0 Overview 23
2.1 The Value-Belief-Norm Theory 23
   2.1.1 The Norm-Activation Theory 24
   2.1.2 The New Ecological Paradigm 24